

**October 26, 2021**

Admissions & Marketing Subcommittee Minutes

**Sub-Committee members present:**

Lisa Elliott  
Jennifer Norman  
Dustie Hamilton  
Karen Clark  
Annette Scott  
Frank Graves  
Stephanie Maultsby  
Londa Carriveau  
Becky Parker  
Amanda Straten

**Sub-Committee members absent:**

Shawn Trochim

**Agenda Topics**

Updates since last meeting

Highlander Ambassadors Course

- I. (Jen) Ask if we can make this a PD class and/or Onboarding class.
- II. (Lisa – look up in our notes) Write a course description.
- III. (see below) Who's going to teach which subjects or is it a Team Teach.
- IV. (Frank, Lisa, Dustie & Karen) Create a PowerPoint with consistent message to share with our subcommittee.
  - a. Send to Lisa for adding to one template.
- V. (Frank) Strategic Enrollment Management Admissions & Marketing Subcommittee
  - a. Briefly say why we are doing this. (do not get into too many details or explain the other levels)
    - i. Subcommittee wanted biggest impact on enrollment by empowering our most valuable resource, our faculty & staff.
  - b. Enrollment report – Opportunities to grow enrollment & programs at MCC.
  - c. We are all recruiters.
- VI. (Lisa) Social Media at MCC
  - a. All our platforms
  - b. Like & share MCC posts
    - i. How to
    - ii. Some info on analytics to explain the why
  - c. 50K followers milestone
  - d. How to create your own posts for your dept., program, division, and tag MCC
  - e. Check-ins
- VII. (Karen & Dustie) Grocery store speech
  - a. How to start conversations in community

- i. How to ask the right questions; Door opener; Conversation starter; Cues that may lead to conversation about MCC
  - b. Who & how to refer them to MCC
    - i. What will happen next in the process for the prospective student
  - c. Call To Actions
    - i. QR code – to the landing page with the embedded FMI form
      - 1. Either you input info or give them the QR code to fill out form
    - ii. Do you want someone from MCC to contact you?
    - iii. Give them your business card or a Highlander Central card to put the call to action in their court.
- VIII. (Becky & Stephanie) Wrap-up/Evaluation (Dustie – Notetaker)
  - a. Tell us what will help you be more comfortable talking or promoting MCC.
  - b. What did you learn today?
  - c. Assessment assignment – go to social media to share a post or like.